

BEYOND
GREENSM

Co-op Marketing Campaign Results

Q1 2025

PLANET EARTH'S
MOST SUSTAINABLE
HOTELS



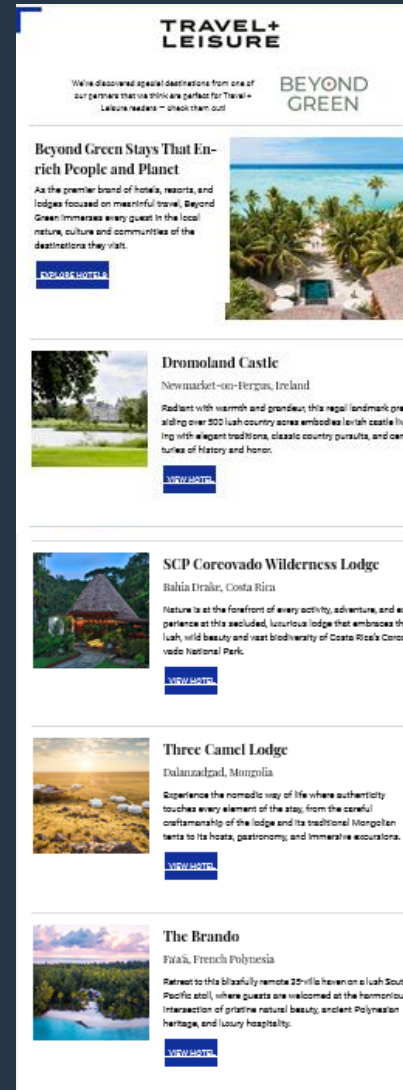
TRAVEL+ LEISURE

Email Campaign (Two Distributions)

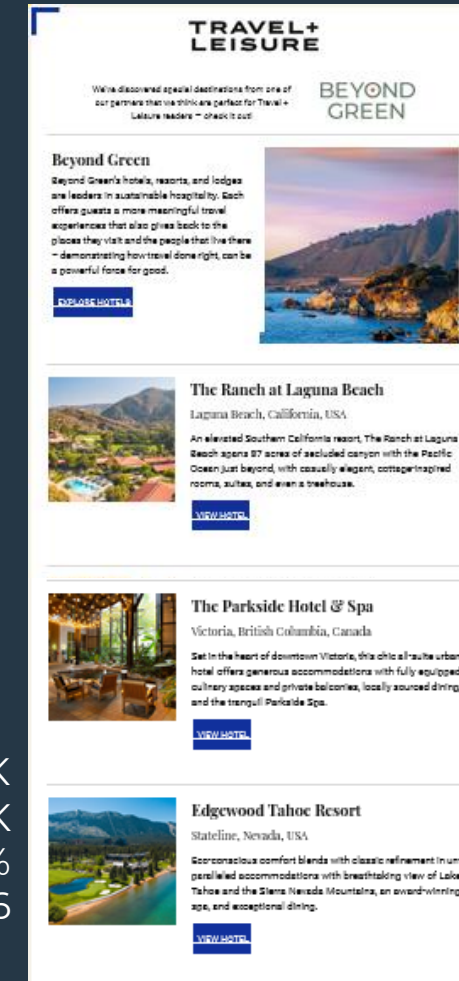
Jan and Feb, 2025

T+L Reported Results (see opposite):

- This campaign featuring two dedicated Beyond Green brand emails in Q4 reached an audience of **+400,000**.
- The average open rate for the two emails combined was 46%.



Feb Distribution
Sends: 209K
Opens: 63K
Open Rate: 38.4%
Clicks: 1081



Jan Distribution
Sends: 209K
Opens: 114K
Open Rate: 54.9%
Clicks: 1016

The New York Times

Banner Ad Campaign

Jan- March, 2025

NYT Reported Results (see opposite):

- This campaign featuring 7 dedicated banner ads running on the NYT website reached a total of **+1.4 Million** impressions.
- These ads combined generated over 1,200 clicks.
- All ads generated traffic to the two hotel's pages on the StayBeyondGreen website.

The Brando



Impressions: 210,130
Clicks: 152

Three Camel Lodge



Impressions: 210,714
Clicks: 207

The New York Times

Banner Ad Campaign

SCP Corcovado Wilderness Lodge

A night-time photograph of a lodge with a thatched roof and warm interior lighting, surrounded by dense tropical forest.

Planet Earth's Most Sustainable Hotels

SCP Corcovado Wilderness Lodge
Bahia Drake, Costa Rica

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[VIEW HOTEL](#)

Impressions: 210,724
Clicks: 215

Starhotels E.c.ho.

A night-time photograph of a large, illuminated Gothic cathedral with multiple spires, set in an urban square.

Planet Earth's Most Sustainable Hotels

Starhotels E.c.ho.
Milan, Italy

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Impressions: 210,471
Clicks: 153

Stanglwirt

A daytime photograph of a traditional Alpine chalet with a green roof, situated in a valley with snow-capped mountains in the background.

Planet Earth's Most Sustainable Hotels

Bio- and Wellnessresort Stanglwirt
Going am Wilden Kaiser, Austria

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Impressions: 210,726
Clicks: 191

The New York Times

Banner Ad Campaign

The Parkside Hotel & Spa



Impressions: 210,155
Clicks: 182

The Ranch at Laguna Beach

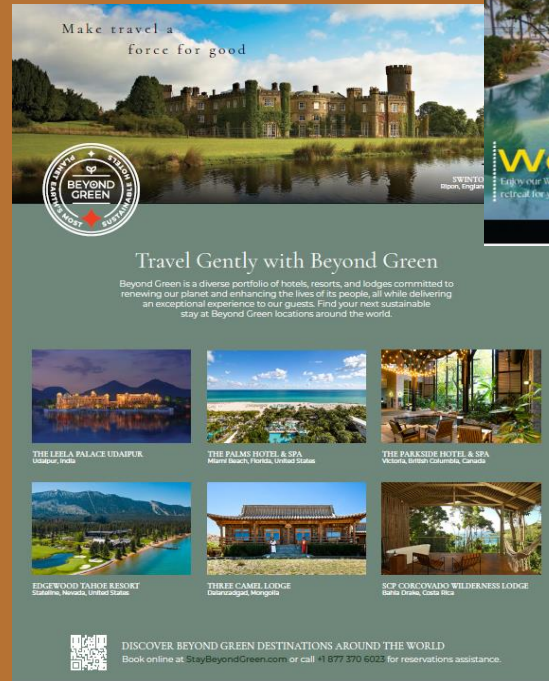


Impressions: 211,257
Clicks: 196

Jan 2025

The Hotel Guide reported:

- The Hotel Guide published [From Canada to Mongolia: Travel that Gives Back](#) on their website that will stay up indefinitely.
- On average they see **1.1 Million** yearly unique visitors to their site.
- To promote this article they also posted on their social media channels.
- PLUS – they provided a bonus Print Ad + advertorial in their January edition of the magazine, reaching **4 Million travelers** per edition.



From Canada to Mongolia: Travel That Gives Back

Four Beyond Green hotels making travel a force for good

In the ever-evolving world of sustainable travel, both guests and the people who live there. Savvy travelers know that earnest measures taken by hotels and resorts not only add value to their stay but enhance connections and deepen the sense of place. Produce sourced from nearby farmers and traditional cooking techniques create the truest cuisine packed with local flavor; biophilic architecture emphasizes and protects the surrounding natural beauty; strong connections with the community offer travelers a front seat to the destination's most authentic experiences. It's these elements and more that create incredibly authentic experiences at Beyond Green hotels, resorts, and lodges around the world. Only after passing rigorous inspection do hotels join this extraordinary portfolio of like-minded members who share a genuine commitment to nature, community, and culture.

Edgewood Tahoe Resort Set along the water's edge of crystalline Lake Tahoe, the contemporary mountain lodge of Edgewood Tahoe Resort offers exquisite luxury at every turn. From its spa and salon, elevated shopping, renowned golf course, and award-winning dining to its incomparable rooms, suites, and villa suites, every aspect of the resort is designed to provide an exceptional experience. The resort's commitment to sustainability is evident in its architecture, its LEED silver certification, and its commitment to the environment. The resort's commitment to sustainability is evident in its architecture, its LEED silver certification, and its commitment to the environment. The resort's commitment to sustainability is evident in its architecture, its LEED silver certification, and its commitment to the environment.

Three Camel Lodge An unforgettable heritage exploration in the remote wilderness of Mongolia's Gobi Desert. Three Camel Lodge is the eco-lodge consists of (gers) and a main building. Its resemble those used regional Mongolian cuisine, prepared with locally sourced organic produce and local dairy products pasteurized on-site. Among many opportunities to experience the singular beauty and culture of this remote, otherworldly destination are camel and horseback riding, explorations of nearby petroglyphs, and engaging with local nomadic families. Lodge operations are made possible through sustainable development, community stewardship, and cultural preservation.

SCP Coronado Wilderness Lodge, Bahia Drake, Costa Rica

Edgewood Tahoe Resort engages in meaningful stewardship with the local community.

Discover the world's most sustainable hotels at [staybeyondgreen.com/hotels](#).

